

A Study On Consumer Purchase Behavior Towards Green Products

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Abstract

This research aims to investigate and analyze consumer purchase behavior towards green products, with a specific focus on understanding the factors influencing the adoption of sustainable and environmentally friendly choices. In the context of increasing environmental consciousness, consumers play a pivotal role in driving demand for products with reduced ecological impact. Employing a mixed-methods research design, including surveys and in-depth interviews, this study seeks to explore the intricacies of consumer decision-making processes and behaviors related to green products. Key objectives include assessing the level of awareness and understanding of green products, identifying the factors influencing consumer preferences, and examining the role of factors such as product labeling, brand trust, and perceived environmental impact. The study also aims to uncover any challenges or barriers that may hinder the widespread adoption of green products. The findings of this research are expected to contribute valuable insights for businesses, policymakers, and marketers, helping them better understand and cater to the preferences and motivations of consumers in the growing market for sustainable and eco-friendly products.

Keywords: *Consumer Purchase Behavior, Green Products, Sustainable Consumption, Environmental Consciousness, Product Labeling, Brand Trust, Eco-friendly Choices.*

1. Introduction

Green products are there in green marketing to communicate their value proposition to the market. Green products are a sustainable product designed to minimize its environmental impacts during its whole life-cycle and even after it's of no use. Green products are usually identified by having two basic goals-reducing wastes and maximizing resources efficiency. They are manufactured using toxic-free ingredients and environment friendly procedures and are certified by recognized organizations. Green products can be recycled, reuse and is biodegradable in nature. The environment has been exploited extensively; this over exploitation of environment has resulted in climate change, global warming, pollution, depletion of the ozone layer etc., with the increase in the technologies. There has been an increase in the industrial activities which has affected the environment adversely. These issues have raised concerns to protect our environment which has led to the concept of going green. Green

marketing behavior is the choice made by the consumers to buy an eco-friendly product. These products have positive effects on the environment as they are less toxic, biodegradable, recyclable, energy efficient, renewable due to which they are termed as 'green products'. Green marketing has emerged that shows concern for the growing market and sustainable and socially responsible product and services [1].



Figure 1 Green Wash Recycle Logo



While globalization process continues in its full speed across the world, this process has also brought some problems with it. Leading one of these problems is environmental problems that affect all living beings negatively. Consumers of green products are now worries about the future of the world and as result of this mostly prefer environment friendly products. Green products consumption is an important part of sustainable consumption – a pillar of green growth, which is a development strategy. Consumption decisions have changed towards products that are greener, more suitable and more environmentally friendly due to the rise in consumer's awareness of current environmental matters. The green consumption movement has existed for a long time and now has become increasingly popular. With higher incomes and consumption awareness, green consumption of green products has been improved. Meanwhile, green consumption is a part of the supply-demand relationship therefore understanding the intrinsic nature of green product consumer behavior will help governments and businesses grasp and meet the needs of consumers in the direction. If a consumer choosing for a green product it is not only has personal benefits for the consumer but also many long term environmental benefits. The green product consumers are the main motives behind the process of green marketing [2-5]. Consumers are the one who drives consumer demand, which in consideration, encourages the improvements in the environmental performance of many products and firms. A Consumer is aware of his or her obligation to protect the environment by selectively purchasing green products or services. A green consumer tries to maintain a healthy and safe lifestyle without endangering the sustainability of the planet and the future of mankind. Many awareness program are conducted to teach people about the significance of recycling-reusing and reducing waste materials. Green marketing is the marketing of environmentally friendly products and services. Figure 1 refers Green Wash Recycle logo. It is becoming more popular as more people become concerned with environmental issues and decide

that they want to spend their money in a way that is kinder to the planet. Green lifestyle has become common in developed countries than in developing countries. Many firms have started green marketing and strategies for the development of green products to save the environment and to gain long term profits. Nowadays, we have lot of green products in the market.

Example: CFL or LED bulbs, Electric home appliances, jute or cotton bags, rechargeable batteries, solar chargers, clothes made from recycled fabric, sustainable shopping bags, stainless-steel water bottles, refill capsule B-cap. Now this has become new motive for marketers to satisfy the needs of the consumers and earn better profits by increasing the supply of green products in the world. As consumer behavior depends on the consumer's level of satisfaction towards the green products.

Definition: “Marketing is the performance of business activity that direct the flow of business from the producer to the consumer. When this business activity is carried out in such a fashion that it causes the least damage to the environment it is known as green marketing” THE AMERICAN MARKETING ASSOCIATION. Green or environmental marketing consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment. POLONSKY, 1994. Green marketing is the marketing of products that are presumed to be environmentally preferable to others. It incorporates a board range of activities, including product modification, changes to the production process, sustainable packaging as well as modifying advertising. “The holistic management for identifying, anticipating and satisfying the requirements of customers and society, in a profitable and sustainable way”. - PEATTIE, 1995.

2. Features

- Green products are grown without the use of toxic chemicals and with hygienic conditions.



- The products can be recycled, reused and is biodegradable in nature.
- Green marketing products come with eco-friendly packing
- It uses the least resources.
- Green products have reduced zero carbon and zero plastic footprints.
- To measure the opinion of the respondents towards Green product attributes, Factors influencing Green purchase behavior and Attitude towards Green Purchase Behavior.
- To understand the role of green products in improving quality of life.
- Green products are also contributing for reduction of various greenhouse gases in the environment.

3. Advantages of Green Products

Advantages of Going Green to The Brands: Access to new market developing green products opens the doors to an all new market. It's a proven fact that going green is a big competitive advantage. Green companies have to gain brand loyalty and positive image in public.

Advantages of Going Green to The Consumers: Green products last longer than conventional products and cost-effective products. If operated responsibly and maintained properly, in the green product results in low maintenance cost. It improves mental health and reduces stress.

Advantages of Going Green to The Society: The development of green products not only the environmental but also the economic conditions, Green products reduce the threat of overuse of resources and fossil fuel. Green marketing products are made from organic and biodegradable materials that protect the environment.

4. Importance of Green Products

- It increases the usage of natural products and reduces chemical based products.
- It creates a demand for herbal medicines, natural therapy and yoga.
- It's making people aware about the reuse of the consumer and individual product.
- It makes nature strong, wide and healthy.

- It improves the quality of the environment and to encourage the sustainable Management for resources.
- Competition in green activities among organizations may intend to the changes in Green marketing activities.
- People prefer green product because of its environmental value.
- Eco-friendly products are generally made with natural or organic ingredients.
- The biggest benefit of sustainable product is that it protects the environment. Products that are sustainably produced reduce the impact on the planet.
- It reduces the consumption of plastic and plastic-based products.

5. History of Green Products

As some considerations were given to green marketing in the late 1980s marked the green marketing when the concept of "green marketing" was first discussed. The first phase was termed "Ecological" green marketing. Throughout that stage, all marketing activities were attempting to provide solutions to environmental problems. Marketers began to indulge in different forms of green marketing to satisfy the needs and want of the consumers. It was thought that people would buy green products, and this would, in turn, increase the organization's goodwill. These would help to capture a greater share of the market. Nevertheless, nothing happened as expected. The reason put forward for this repercussion was green washing. Businesses were only showing that they were green, but the truth is that they were doing nothing. Firms were just adding up environmental claims to their existing products in order to increase sales. Green marketing entered the second phase when marketers witnessed the backlash. The Second phase was termed "Environmental" green marketing. During that phase, the focal point shifted to clean technology, which was about designing new products which would not harm the natural environment. At the start of the mid-1990s, people began to be more aware of the protection and preservation of the natural environment. People

were becoming more alert about environmental problems. This marked the third phase. The latter was termed “Sustainable” green marketing. As customers were buying products and services that were less detrimental to the natural environment, organizations were forced to change their selling behaviors.

6. Green Consumers

The green consumers are the main motives behind the process of green marketing. Consumers are the one who drives consumer demand, which is consideration, encourages the improvements in the environmental performance of many products and firms.

7. Types of Green Products Consumers

There are different types of green consumers. It is vital to understand some of their common uniqueness to help businesses to observe the market for environmental products and services. Clorox Surface Cleaner Liquid shown in Figure 2. There are four types of green consumers namely:

Behavioural Greens: These types of consumers buy only products/services which have a positive impact on the natural environment. They do not like products/services that pollute the environment. These consumers incorporate green practices into their everyday life.

Think Greens: These consumers buy green products or services when they can; however, if their budgets restrict them, they will not buy green products or services.



Figure 2 Clorox Surface Cleaner Liquid

Potential Greens: These types of consumers do not act green but if influenced or encouraged by family and friends, they can act green.

True Browns: These consumers ignore environmental issues and may even avoid firms that sell products/services with a heavy environmental focus. Large Group Green Object Figure 3.



Figure 3 Large Group Green Object

8. Eco- Mark Scheme Beginning in The World

Green marketing came in the form of two published books, both of which were called green products. The books were by KEY PATTIE-1992 in the United Kingdom and others by JACQUELYN OTTMAN-1993 in the United States of America. In 1981, the Government of India has introduced 'Eco-mark Scheme' which was the significant step towards the promotion of green marketing in the India. Eco-labels were introduced, that provides information regarding the environmental performance of product. The basic objectives of eco-labeling is to administer the certify the genuine claims regarding the environmental impact of products and processes by manufactures. **The Eco-Mark Scheme has the following objectives**

- To provide encouragement and motivation to the manufacturers and importers to reduce adverse environmental impact of products.
- To make consumers educate, to become environmentally responsible in their daily lives through providing them knowledge to take account of environmental factors.
- To encourage consumers for purchasing environmental friendly products which have less environmental impact.



- To reward the genuine initiatives of the companies to reduce adverse environmental impacts of green products.
- Ultimately to improve the quality of the environment and to encourage the sustainable management of resources.

The concept of green marketing is the business practice that considers consumers concerns in regard to preservation and conservation of the natural environment. The products those are manufactured through green technology and that caused no environmental hazards are called green products. Promotion of green technology and green products is necessary for conservation of natural resources and sustainable development.

9. Green Washing

The term 'green washing' refers to using green marketing to eye wash the customers. The primary objective of green washing is to provide consumers with the feeling that the

organization is taking the necessary steps to responsibly manage its ecological footprint but in reality such things are absent. The main purpose is to increase profits. The term green washing was first used by environmentalist Jay Westervelt when objecting to hotelier's practice of placing notices in hotel rooms which asked their guests to reuse towels to save the environment".

10. Seven Claims of Green Washing

Don't: make factual claims like 'Carbon neutral' or 'wholly recyclable' unless you can substantiate them. By testing the product and keeping a record of tests, an advertiser should be able to demonstrate that claims about the product are honest and truthful.

Don't: use vague terms. The use of terms such as sustainable, green, non-polluting, environmentally friendly, earth-friendly, earth-smart, eco-safe, essentially non-toxic & ozone-friendly have been found to be misleading. Using qualified or comparative claims such as 'greener' and 'friendlier' have been acceptable if clear and substantiated.

Don't: use of the hidden trade-off. A claim suggesting that a product is 'green' based on a narrow set of attributes without attention to other

important environmental issues-such as greenhouse gas emissions, or chlorine use in bleaching may be equally important.

Don't: use of irrelevance information. Environmental claims that may be truthful but is unimportant or unhelpful for consumers seeking environmentally preferable products. CFC- free' is a common example, since it is a frequent claim despite the fact that CFCs are banned by law.

Do: make the basis of any comparisons clear. If, for example, an advertisement for a car claims that it is "better for the environment" or "has lower emissions," it should be clear which cars are being compared.

Do: make it clear if there is a significant division of scientific opinion.

Also state that evidence is inconclusive about a particular environmental issue that is relevant to your advertisement.

11. Evolution of Green Marketing

In the recent times, societies have become more conscious about the nature, environment and more concerned about eco-friendly products or green products and about their own safety and welfare which has led to the emergence of green practices, and in this scenario, the concept of green marketing has gained worldwide significance. Green marketing is a holistic marketing concept wherein the production, promotion, distribution, consumption and disposal of products and services take place in such a way that the least damage is levied upon the environment.

11.1 Examples of Green Products

Energy saving TV: Television manufactures have been making a concerted effort to produce energy efficient products for some time now. The vast majority of a retailer's television inventory is generally ENERGY STAR-certified, signifying their commitment to energy efficiency and the environment. Recently released models continue to require less and less power to properly function, which helps both the environment and your wallet. This is paramount because televisions are one of the most widely used electronic devices in a typical

household, and being able to cut down on its energy usage is invaluable.

LED Lights: An easy way to minimize your negative environmental impact simply involves reducing your overall energy consumption. A great way to start is by replacing your traditional light bulbs with LED lighting, which will enhance your bulbs' efficiency and lifespan while still providing high quality brightness. LED bulbs are also devoid of toxic chemicals and produce virtually zero harmful UV emissions. The technology is experiencing extensive propagation and can be found in more homes every day. The most remarkable aspect of LED bulbs is how vast of an improvement they are compared to their traditional counterparts.

Solar Water Heaters: Another premier example of the solar panel's widespread industry proliferation solar water heater is superior to their traditional counterparts in virtually every single way. The reliance on solar power boosts their overall efficiency rates, unit lifespan, and reduces the emission of harmful particles. Plus, a solar water heating unit can potentially decrease energy consumption by up to 70 percent and help make that monthly utility bill a little less intimidating.

Solar Panel Charging Cases: Traditionally, solar panels generate power for homes by absorbing light and channelling it into energy. It was only a matter of time before this concept was effectively applied on a smaller scale to juice up electronics devices. The Voltaic Generator Solar Laptop Charger consists of high-quality solar panels mounted on a waterproof case, utilizing batteries specifically calibrated to efficiently absorb solar power. You can use this convenient solar charging case to power virtually all mainstream electronics. The fact the case looks stylish even with the solar panels is a nice bonus too.

Eco-Friendly Verification Phone Apps: In a consumer market infatuated with eco-friendly products, companies are scrambling to find ways to brand themselves as green. While many businesses contain official third-party certification verifying their green initiatives, plenty of companies are

masquerading beneath the eco-friendly umbrella to both improve sales and enhance their image. Consumer Reports' free downloadable phone app Eco Label contains lists of certifiably green products and can help shoppers potentially avoid being duped by false advertising. Boasting a seamless and streamlined user interface, Eco Label can help you identify genuine eco-friendly goods while perusing the aisles.

Green Power Outlets: One of the continuous and inherent problems of traditional power outlets is how they continue to require power even once a device or appliance is turned off. Deemed "vampire power," it's a form of energy that negatively effects both the environment and your monthly utilities bill. Eco-friendly outlets allow you to cut off all power to your gadgets with the simple turn of a dial, thus eliminating the vast majority of vampire power and enhancing your energy efficiency in the process. These hyper-efficient outlets are now widely available in retail stores everywhere.

Dryer Balls: A simplistic yet effective concept that has finally begun receiving mainstream recognition, dryer balls are basically large rubber balls with spikes covering the surface. Their purpose is to separate the clothes to facilitate quicker drying and keep them soft. The reusability of the dryer balls renders traditional dryer sheets obsolete, and allows you to save money in the process. Their only real downside is the fact they can be rather noisy at times.



Figure 4 Green Life



Figure 5 Green wash to Brain Wash

12. Principles of Green Marketing

Use of Eco-Friendly Material: For adopting the green marketing concept, Marketers should develop those products in which eco-friendly material is used. Marketers should use herbal material in the product that is such material should be used which is suitable from environment point of view.

RE-USE Packaging: Marketer should use that packaging which can be recycled like carton of old pages, poly bags etc. In this way green marketing concept can be implemented by using recycled material.

To Provide the Benefits of Environment: For adopting the concept of green marketing, knowledge about the benefits of environment should be imparted to consumers and marketers so that people may get aware about environment.

To Use Natural Resources: Marketers should use natural resources in their product for adopting the concept of green marketing. For example, flowers and fruits can be used for color and fragrance in the product.

Purpose of Green Marketing: Everything which exists in the world is off course for a purpose. Green marketing emergence is some special purpose such as:

Competitive Pressure: Globalization increases the pressure on the organization to provide competitive products. Firms have face competition not with only domestic firms but also with the global firms.

Concept of Publicity: Green Marketing can be adopted by promoting the concept of publicity.

Less Use of Packaging: For attracting consumers, bubble packaging is used more. Through this quantity of goods looks more. This type of packaging is used for the products like toys of children, fancy products, shampoo etc. But from environment point of view this type of packaging is harmful. Thus for adopting the concept of green marketing, lesser packaging should be used for the product.

Environmental of Recycle Plants: Recycling plants should be established for immediate recycling of wastage of product and their packaging.

Use of Labels: For adopting the concept of green marketing, marketers should use eco-friendly labels on their products, as shown in Figure 4 & 5.

13. Opportunities of Green Marketing

As demand change, many firms see these changes as opportunities to be exploited and have a competitive advantage over firms marketing non-environmentally responsible alternatives. some examples of firms who have strived to become more environmentally responsible, in an attempt to better satisfy their consumer needs are:

Social Responsibility: Many firms are beginning to realize that they are members of the wider community and therefore much behave in an environmentally responsible fashion thus resulting in environmental issues being integrated into the firm's corporate culture. An example of affirm that does not promote its environmental initiatives is coca-cola which invested large sums of money in various recycling activities.

Governmental Pressure: Government rules relating to environmental marketing are designed to protect consumers through regulations designed to control the amount of hazardous wastes produced by firms by issuing of various environmental licenses, thus modifying organizational behavior.

Competitive Pressure: Another major force in the environmental marketing area has been firms desire to maintain their competitive position. In many cases firms observe competitors promoting their environmental behavior. In some instances, this



competitive pressure has caused an entire industry to modify and thus reduce its detrimental environmental behavior.

Cost or Profit Issues: Disposing of environmentally harmful by products, such as Polychlorinated Biphenyl (PCB) contaminated oil are becoming increasingly costly and in some cases difficult. In minimizing wastes, firms often develop more effective production processes that reduce the need for some raw materials thus serving as a doubt cost savings.

Green Code: Generalize with care of consumer behavior will not necessarily consistent across different product type, and particular market segment may respond to certain issues on the green agenda but not others.

Remember, the validity of a piece of market research is not related to the degree to which it supports your preferred option. Explore the context from which market research data originates be clear on the nature of the sample used, the question asked, the way in which responses were recorded the time and place from which the responses come. Ensure that where market research is crossing international borderlines, that the terminology and remains consistent. Terms like "Environment, Green and Conservation" do not always Translate precisely between languages polonsky (1995).

Political Factors: Governmental regulations relating to environmental marketing are designed to protect in several ways:

- By reducing the production of harmful goods and by-products.
- By modifying consumer and industry consumption of harmful products.
- By ensuring that all types of consumers should have the ability to evaluate the environment consumption of goods.

Cost Minimization: Reducing the hazardous wastage may lead to substantial cost reduction. Sometimes, many organizations develop collective relationship where the wastage generated by one company can be used by another company as a cost-effective raw material. Certain firms use green marketing to address cost or profit related issues.

14. Challenges of Green Products

Green marketing is a new concept and a new concept is not easily accepted. There are some challenges in the field of green marketing.

Large Investment: For green marketing there is need to invest a lot in research and development, product development and adoption of new technology. Material purchased for production is costly. Renewal and recycling is not easy. It need high technology which cost is very high and it is not easy for a normal business to do such type of huge investment.

Price Sensitive Consumers: No doubt green products have high price. India is a developing country where income of the people is very low. So it is not possible for the people to pay high price and also they do not want to pay high price because they are price.

The Urge for Standardization: It has been found that only 5% of the marketing information from green campaign is entirely authentic and there is an adequacy of standardization to verify these claims. There is no standardization to verify these declarations. A standard quality control board should be constructed for such labeling and licensing for the green products.

Public Acceptance: Indian literates and urban consumers are become more aware of the merits of green products. The consumers' needs to be made aware of and educated about an environmental threat. Indian consumers are being exposed to healthy and natural living lifestyles by adopting yoga and natural food consumptions [6]. In these aspects consumers are already aware of and will be willing to accept green products.

Patience and Perseverance Investors and corporate need to take the environment as a major long term investment opportunity, and marketers need to look at the long term benefits from these new green movements. It requires a lot of patience and at the same time. It will not give any immediate results. So green marketing is a new concept and idea, and it will have its own acceptance period.



15. Findings

The study aimed to show the consumer purchase behavior towards green products. Following are the major findings of the study.

1. It is found that maximum of the respondents are females who consumes green products which is eco-friendly in nature
2. Most of the respondents are belongs to the age-group of teenagers and their qualifications are graduates and post graduates.
3. It is found that most of the respondents are self-employed and they purchase more green products and got the idea about the green products through internet.
4. Most of the peoples are aware about the green products and about aware about the Environmental Protection Act.
5. It is found that most of the respondents are purchasing more green products and spend their money by thinking that green products are sustainable products.
6. Many of the peoples believe these products are made of natural resources and biodegradable, and eco-friendly products.
7. It is found that many of the families are attracted towards the green products and influenced through internet about natural products.
8. It is also found that green products help in saving the natural resources and also aware about the impact of green products on environment.
9. Although the green products are growing nationwide, data also indicates that significant outreach efforts are needed and also includes the tax on green products upto10-15%.
10. Government have to make strict regulations and awareness toward the green products among the peoples to buy.

16. Limitation of the Study

This research was conducted by collecting primary and secondary data through online google form and from google website to collect the information from

various respondents. The present report was conducted using self-reporting questionnaire and hence respondents bias may be a concern, especially in regard of buying and consumption of green products, willingness to spend, how many items they buy, encouragement, awareness, quality and features, regulation and many more problems. It is required relevant data to make any research work meaningful and successful. Our primary data have been recorded about 101 respondents from different places. It was very hard to collect the primary data and to do survey due to the limitation of awareness and time limit. It was found that respondents vary from one-person opinion to another person opinion. So, decision making about the research work on consumer purchase behavior towards green products was so tough and difficult. For making the research report it required huge time to collect information then interpretation, analysis and for making the conclusion. A lot of efforts are needed to done in order to improve awareness and consumption of green products among the consumers. Studies and research can be done to figure out various other factors that can influence and encourage that environmental consciousness and purchasing decision and behavior of consumers.

We can summaries our limitation of the study as follows:

- Respondents were sometimes reluctant to fill the questionnaire form related to survey.
- Lack of time and efficiency.
- Lack of work experience.
- Lack of awareness among the people.
- Difficult to collect the information.

Conclusion

This research was mainly focused to study the consumer purchasing behavior towards green product. It is evident that the purchase behavior and consumer satisfaction towards green products is not influenced by aged, gender, income, preferences, satisfaction or educational qualification of the consumers. The present research work indicates that the key to raise green purchasing intention among the general public lies on four factors, which are attitude toward the environment, social influence,



health consciousness and perceived consumer effectiveness. Green purchase behavior is given much attention because of many problems such as diseases and green environment. Therefore, marketers must implement appropriate strategies for market segmentation in order to satisfy the green needs and wants. Some factors have a great influence among all the factors that indicated that marketing should concern with the superior value of the eco-friendly products [7]. Consumers have strong emphasis on the end value of the product in order to repeat purchases. They believe that the green products will improve the quality of life and they know that these products can address the environmental issues as well. The participant's intentions to purchase green products play an important role especially in environmentally friendly industries in order to improve their existing business that will also benefits the customers. The green products can also reduce the harm, to the environment, human and animals. Therefore, the government should take policies to promote the usage of green products. Improvements should be brought in the marketing elements and increasing the investments in the production units will helps in decreasing the cost of production. The organizations need to focus more on improving the quality of green products and also need to provide high quality green products at genuine prices. Government, NGO's, educational institutions, business houses and society should have initiative to promote green products among consumers [8]. Therefore, by using green products we can reduce issues related to environment and consumers can lead a better life.

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